








Pharmacy Health Network (PHN), an out-of-home digital signage network in retail pharmacies, streams advertisements and educational content to flat-panel LCD screens, enabling advertisers to target consumers while they wait for prescriptions to be filled.

PHN is owned by Cardinal Health - one of the largest health care companies in the world - and an essential link in the health care supply chain, providing pharmaceuticals and medical products to more than 40,000 locations each day. As the distributor of products into the PHN locations, Cardinal Health is able to quantify return on investment to advertisers through the measurement of increased product flowing through the distribution channel to pharmacies.

Presented by



Advertiser	Product	Rx or OTC	Campaign	Campaign Timing	Results
 Bayer HealthCare	Bayer Contour Meter	Rx	<ul style="list-style-type: none"> <li>• 30 second on screen spot</li> <li>• Diabetes awareness brochures in brochure rack</li> </ul>	December, 2009	<ul style="list-style-type: none"> <li>• 15% increase in units shipped to PHN stores during promotional period.</li> </ul>
 UPSHER-SMITH <small>Pharmaceuticals Since 1919</small>	UPSHER-SMITH Amlactin	Rx and OTC	<ul style="list-style-type: none"> <li>• Static ad on screen</li> <li>• \$1 Off OTC coupons in brochure rack</li> <li>• \$2.00 Rx coupons in brochure rack</li> </ul>	October, 2009 - January, 2010	<ul style="list-style-type: none"> <li>• Average of 37% increase in units shipped to PHN stores during promotional period.</li> <li>• Average number of PHN pharmacies placing new orders for inventory increase by 24% during the promotional period.</li> </ul>
 WellSpring <small>PHARMACEUTICAL</small>	WellSpring Emetrol	OTC	<ul style="list-style-type: none"> <li>• Static on screen ad</li> <li>• 5% discount to PHN stores to stock during promotional period</li> </ul>	January, 2010	<ul style="list-style-type: none"> <li>• Average units shipped to PHN stores increased by 25% during the promotional period.</li> <li>• In stores that did not have PHN, weekly average sales went down by 3% during the promotional period.</li> </ul>
 BIOVAIL	Biovail Zovirax	Rx	<ul style="list-style-type: none"> <li>• Static on screen ad</li> </ul>	December, 2009 - January, 2010	<ul style="list-style-type: none"> <li>• Average units shipped to PHN stores increased 15% during the promotional period.</li> <li>• The number of PHN participating stores purchasing during the promotional months was 7% higher than in non-promotional months (October, November, 2009 and February, March, 2010).</li> </ul>
 NOVARTIS	Novartis Prevacid 24 Hour	OTC	<ul style="list-style-type: none"> <li>• 30 second on screen spot</li> </ul>	January, 2010	<ul style="list-style-type: none"> <li>• During the promotional period, non-PHN store sales were down 27% when comparing January 2010 to December 2009.</li> <li>• PHN store sales remained steady when comparing the same time period. Non-PHN stores saw a decrease in sales during this time.</li> </ul>